



## DEPARTMENT OF HEALTH AND HUMAN SERVICES

### Substance Abuse and Mental Health Services Administration

#### Agency Information Collection Activities: Proposed Collection; Comment Request

In compliance with Section 3506(c)(2)(A) of the Paperwork Reduction Act of 1995 concerning opportunity for public comment on proposed collections of information, the Substance Abuse and Mental Health Services Administration (SAMHSA) will publish periodic summaries of proposed projects. To request more information on the proposed project or to obtain a copy of the information collection plans, call the SAMHSA Reports Clearance Officer on (240) 276-1243.

Comments are invited on: (a) whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information shall have practical utility; (b) the accuracy of the agency's estimate of the burden of the proposed collection of information; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information on respondents, including through the use of automated collection techniques or other forms of information technology.

## **Proposed Project— Talk. They Hear You.” Campaign Evaluation: Case Studies - NEW**

The Substance Abuse and Mental Health Services Administration (SAMHSA) Center for Substance Abuse Prevention (CSAP) is requesting approval from the Office of Management and Budget (OMB) for a new data collection, “Talk. They Hear You.” Campaign Evaluation: Case Studies (the “case studies”). This collection includes three instruments:

1. Parent/Caregiver Pre-Test/Post-Test Survey
2. Youth Pre-Test and Post-Test Survey
3. Parent/Caregiver Interview Guide

The case studies collection is part of a larger effort to evaluate the impact of the “Talk. They Hear You.” Campaign. These evaluations will help determine the extent to which the campaign has been successful in educating parents and caregivers nationwide about effective methods for reducing underage drinking. The Campaign is designed to educate and empower parents and caregivers to talk with children about alcohol. To prevent initiation of underage drinking, the campaign targets parents and caregivers of children aged 9-15, with the specific aims of:

1. Increasing parents’ **awareness of the prevalence and risk** of underage drinking
2. Equipping parents with the **knowledge, skills, and confidence** to prevent underage drinking
3. Increasing parents’ **actions to prevent underage drinking.**

For this evaluation, SAMHSA intends to measure knowledge and attitudes before and after a focused campaign outreach effort in areas that have not previously had significant exposure to

the campaign. Participants in the evaluation will be recruited from a middle school community, and will include parents/caregivers and students. School administrators and partnering organization(s), such as parent organizations and/or local prevention organizations will assist in the dissemination of campaign materials and data collection efforts. There will be two sites selected for the case studies—one site will serve as the experimental group and the other site will serve as the control group. The experimental group will be exposed to the “Talk. They Hear You.” messages using standard campaign materials and dissemination strategies, which will be coordinated through a local partner organization. The control group will not be intentionally exposed to the campaign materials. The case studies will include baseline surveys of parents/caregivers and children of middle-school age in both the experimental and control communities, followed by exposure to campaign materials in the experimental community, and post-exposure surveys of parents and children in both communities. Additionally, SAMHSA will conduct 30 interviews with parents and caregivers following the post-exposure surveys at the experimental site to obtain more detailed information about the specific impact of the campaign.

#### **Annualized Hourly Burden**

<b>Instrument</b>	<b>Total No. of respondents</b>	<b>Total Responses/ respondent</b>	<b>Total responses</b>	<b>Hrs. per response</b>	<b>Total hour burden</b>
<b>Pre-test survey for 9-15-year old youth</b>	1,093	1	1,093	0.17	185.8
<b>Post-test survey for 9-15-year old youth</b>	1,093	1	1,093	0.17	185.8
<b>Pre-test survey for parents and</b>	690	1	690	0.17	117.3

<b>caregivers</b>					
<b>Post-test survey for parents and caregivers</b>	690	1	690	0.17	117.3
<b>Individual interviews with parents and caregivers</b>	30	1	30	1	30
<b>Total</b>	1,783		3,596		636.2

Send comments to Summer King, SAMHSA Reports Clearance Officer, Room 15E57-B,  
5600 Fishers Lane, Rockville, MD 20857 **OR** e-mail a copy at **summer.king@samhsa.hhs.gov**.  
Written comments should be received by [INSERT DATE 60 DAYS AFTER DATE OF  
PUBLICATION IN THE FEDERAL REGISTER].

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Summer King  
Statistician

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